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310 820 5988

T-918 P.001/012 F-107

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FACSIMILE COVER SHEET

Deliver to: Jonathan G. Sterrett, USPTO

Art Group: 3623

Facsimile No.: (571) 273-8300

Date: August 9, 2005

From: Thomas M. Chester, Reg. No. 39,637

Our Docket No.: 42390P10861

Number of pages 12 including this sheet.

Application No.: 09/823,421

Filing Date: 3/29/2001

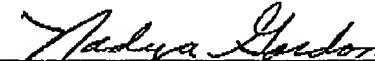
Docket Due Date(s): 9/12/2005 | 10/12/2005

Enclosed are the following documents:

- | | |
|--|---|
| <input checked="" type="checkbox"/> Amendment: <u>After Final</u> (<u>8</u> pgs) | <input type="checkbox"/> Issue Fee Transmittal |
| <input type="checkbox"/> Appeal Brief (<u> </u> pgs) | <input type="checkbox"/> Notice of Appeal |
| <input type="checkbox"/> Application: _____
<u>(</u> pgs) w/cover & abstract) | <input type="checkbox"/> Petition for: _____ |
| <input type="checkbox"/> Assignment & Cover Sheet (<u> </u> pgs) | <input type="checkbox"/> Request for Continued Examination (RCE) |
| <input checked="" type="checkbox"/> Certificate of Facsimile | <input type="checkbox"/> Reply Brief (<u> </u> pgs) |
| <input type="checkbox"/> Continued Prosecution Application (CPA) | <input type="checkbox"/> Request & Certification Under 35 USC 122(b)(2)(B)(i) |
| <input type="checkbox"/> Declaration & POA (<u> </u> pgs) | <input type="checkbox"/> Request to Rescind Previous Nonpublication Request |
| <input type="checkbox"/> Drawings: <u> </u> sheets, <u> </u> figures | <input type="checkbox"/> Response to Notice of Missing Parts & Formalities Letter |
| <input type="checkbox"/> Extension of Time: _____ | <input type="checkbox"/> Response to Written Opinion (<u> </u> pgs) |
| <input checked="" type="checkbox"/> Fee Transmittal (In duplicate) | <input type="checkbox"/> Terminal Disclaimer |
| <input type="checkbox"/> IDS & PTO/SB/08 (<u> </u> pgs) | <input type="checkbox"/> Transmittal of Publication Fee Due |
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CERTIFICATE OF MAILING/TRANSMISSION (37 CFR 1.84)

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FEE TRANSMITTAL for FY 2005

(Patent fees are subject to annual revision.)

 Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT (\$)

0.00

Complete if Known

Application Number	09/823,421
Filing Date	March 29, 2001
First Named Inventor	Jay H. Connelly
Examiner Name	Jonathan G. Sterrett
Art Unit	3623
Attorney Docket No.	42390P10861

METHOD OF PAYMENT (check all that apply)

Check Credit card Money Order None Other (please identify): _____
 Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor & Zafman LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

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 Charge any additional fee(s) or underpayment of fee(s) Credit any overpayments
under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

FEE CALCULATION

1. EXTRA CLAIM FEES

Total Claims	27	Extra claims	Fee from below	Fee Paid
Independent Claims	3	27 - 3 = 24	0 x 50.00 = \$0.00	\$0.00
Multiple Dependent			0 x 200.00 = \$0.00	\$0.00

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	350	2203	180	Multiple Dependent claim, if not paid
1204	300	2204	150	*Reissue independent claims over original patent
1205	300	2205	150	*Reissue claims in excess of 20 and over original patent

*or number previously paid, if greater. For Reissues, see below

SUBTOTAL (1) (\$)

0.00

2. ADDITIONAL FEES

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1051	130	2051	65	Surcharge - late filing fee or oath
1052	50	2052	25	Surcharge - late provisional filing fee or cover sheet
2053	130	2053	130	Non-English specification
1251	120	2251	60	Extension for reply within first month
1252	450	2252	225	Extension for reply within second month
1253	1,020	2253	510	Extension for reply within third month
1254	1,590	2254	795	Extension for reply within fourth month
1255	2,160	2255	1,080	Extension for reply within fifth month
1256	2,730	2256	1,365	Extension for reply within sixth month
1401	500	2401	250	Notice of Appeal
1402	600	2402	260	Filing a brief in support of an appeal
1403	1,000	2403	500	Request for oral hearing
1451	1,810	2451	1,810	Petition to institute a public use proceeding
1462	130	2462	130	Petitions to the Commissioner
1507	50	1807	50	Protesting for under 37 CFR 1.17(q)
1808	180	1808	180	Submission of Information Disclosure Stmt
1809	780	1809	395	Filing a submission after final rejection (37 CFR § 1.129(4))
1810	780	2810	395	For each additional invention to be examined (37 CFR § 1.129(b))

Other fee (specify)

SUBTOTAL (2)

(\$)

Fee Paid

SUBMITTED BY

Complete (if applicable)

Name (Print/Type)	Thomas M. Coester	Registration No. (Attorney/Agent)	39,637	Telephone	(310) 207-3800
Signature	<i>Thomas Coester</i>			Date	08/09/05

Based on PTO/SB/17 (12-04) as modified by Blakely, Sokoloff, Taylor & Zafman (w/r) 12/15/2004.
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FEE TRANSMITTAL for FY 2005

Patent fees are subject to annual revision.

 Applicant claims small entity status. See 37 CFR 1.27.

TOTAL AMOUNT OF PAYMENT (\$)

Complete if Known	
Application Number	09/823,421
Filing Date	March 29, 2001
First Named Inventor	Jay H. Connelly
Examiner Name	Jonathan G. Sterrett
Art Unit	3623
Attorney Docket No.	42390P10861

METHOD OF PAYMENT (check all that apply)

Check Credit card Money Order None Other (please identify): _____

Deposit Account Deposit Account Number: 02-2666 Deposit Account Name: Blakely, Sokoloff, Taylor, & Zafman LLP

For the above-identified deposit account, the Director is hereby authorized to: (check all that apply)

Charge fee(s) indicated below Charge fee(s) indicated below, except for the filing fee

Charge any additional fee(s) or underpayment of fee(s) Credit any overpayments

under 37 CFR §§ 1.16, 1.17, 1.18 and 1.20.

FEE CALCULATION

1. EXTRA CLAIM FEES

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims	27	0 X 60.00 = \$0.00	\$0.00
Multiple Dependent	3	0 X 200.00 = \$0.00	\$0.00

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1202	50	2202	25	Claims in excess of 20
1201	200	2201	100	Independent claims in excess of 3
1203	300	2203	150	Multiple Dependent claim, if not paid
1204	300	2204	150	*Relieve independent claims over original patent
1205	200	2205	150	*Relieve claims in excess of 20 and over original patent
SUBTOTAL (1)		(\$)		0.00

**or number previously paid, if greater. For Reissues, see below

2 ADDITIONAL FEES

Large Entity Small Entity

Fee Code	Fee (\$)	Fee Code	Fee (\$)	Fee Description
1051	10	2051	65	Surcharge - late filing fee or oath
1052	10	2052	25	Surcharge - late provisional filing fee or cover sheet
2053	10	2053	130	Non-English specification
1251	120	2251	60	Extension for reply within first month
1252	40	2252	225	Extension for reply within second month
1253	1,020	2253	510	Extension for reply within third month
1254	1,560	2254	785	Extension for reply within fourth month
1255	2,160	2255	1,080	Extension for reply within fifth month
1401	50	2401	250	Notice of Appeal
1402	50	2402	250	Filing a brief in support of an appeal
1403	1,000	2403	500	Request for oral hearing
1461	1,510	2461	1,510	Petition to institute a public use proceeding
1460	150	2460	130	Petition to the Commissioner
1807	10	1807	50	Processing fee under 37 CFR 1.17(q)
1808	100	1808	100	Submission of Information Disclosure Stmt
1809	750	1809	305	Filing a submission after final rejection (37 CFR § 1.129(a))
1810	760	2610	395	For each additional invention to be examined (37 CFR § 1.129(b))
Other fee (specify)		SUBTOTAL (2)		(2)

Fee Paid

SUBMITTED BY

Complete (if applicable)

Name (Print/Type)	Thomas M. Coester	Registration No. (Attorney/Agent)	39,637	Telephone	(310) 207-3800
Signature	Thomas Coester			Date	08/09/05

Based on PTO/SB/17 (12-04) as modified by Blakely, Sokoloff, Taylor & Zafman (w/r) 12/15/2004.
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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application No.	09/823,421
		Filing Date	March 29, 2001
		First Named Inventor	Jay H. Connelly
		Art Unit	3623
		Examiner Name	Jonathan G. Sterrett
Total Number of Pages in This Submission	12	Attorney Docket Number	42390P10861

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ENCLOSURES (check all that apply)		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input checked="" type="checkbox"/> Amendment / Response <input checked="" type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> PTO/SB/08 <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/ Incomplete Application <input type="checkbox"/> Basic Filing Fee <input type="checkbox"/> Declaration/POA <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.63	<input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s)	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group (Appeal Notice, Brief, Reply Brief) <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): <div style="border: 1px solid black; height: 40px; width: 100%;">Facsimile cover sheet</div>
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	Thomas M. Coester, Reg. No. 39,637 BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
Signature	
Date	August 9, 2005

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Typed or printed name	Nadya Gordon		
Signature		Date	August 9, 2005

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PATENT
Attorney's Docket No. 42P10861

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of:

Jay H. Connelly

Application No. 09/823,421

Filed: March 29, 2001

For: System and Method for
Transparently Obtaining Consumer
Preferences for Products, Product
Features

Examiner: Jonathan G. Sterrett

Art Group: 3623

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RESPONSE TO FINAL OFFICE ACTION

In response to the Final Office Action mailed July 12, 2005, in connection with the above referenced patent application, Applicant respectfully requests reconsideration in view of the following remarks.